



*Canson & Montgolfier*

*Paris & Vidalon*

*New York*





125.00

# PAPIER INGRES



MODERN advertising literature, to be successful, must stand out from the general run of circulars that find a speedy path to the waste-basket. The booklet or folder that is read is the one that looks important and distinctive. Canson Ingres has the substance and texture that will lift the advertising message printed on it out of mediocrity into importance and distinctiveness.

"Papier Ingres" is a term used to generally designate papers of the type used by the great painter, Ingres (1780-1867). Canson Ingres is different from other papers in this class in that it is of heavier weight and has a firm texture admirably suited for printing. Canson Ingres is hand-made from all-rag pulp in the mills of the old *Manufacture Royale* Canson & Montgolfier, of Vidalon, France. Colors will not fade, nor will the paper itself deteriorate with age in any way.

Canson Ingres has a wide range of adaptability and is equally suitable as a text paper for folders, booklets and brochures, and as a cover stock with other papers. Its printing qualities can be seen from the following specimens, which range in treatment from the heavy and broad to the many delicate, fine lines of the pen-and-ink sketch.

CANSON & MONTGOLFIER

New York                      Vidalon

Paris

This is Ingres No. 28  
Color No. 1









# CANSON INGRES

[Number 28]

*A hand-made product  
from the famous old Manufacture Royale  
Canson & Montgolfier  
of Vidalon, France*

COLORS IN GREAT VARIETY

SIZE 19" x 24 3/4"

FOUR DECKLE EDGES

WEIGHT 33 LBS.

BULK 3 1/2" TO THE REAM  
OF 500 SHEETS

CANSON & MONTGOLFIER

*New York      Vidalon  
Paris*

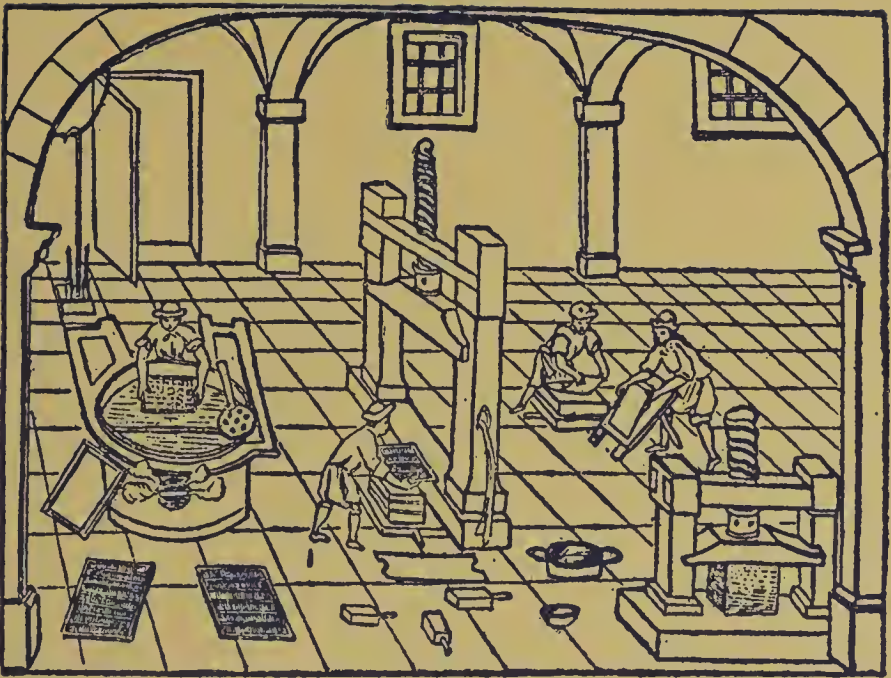
This is Ingres No. 28  
Color No. 1 bis











**Ouvrier faisant du papier a la cuve à Vidalon au XVI<sup>e</sup> siècle**

A reproduction of an old print which,  
translated, reads: "Workmen making  
paper at Vidalon in the XVI Century"

This is Ingres No. 28  
Color No. 2













INSPECTING THE FINISHED SHEETS  
AT VIDALON-LE-HAUT MILL  
OF CANSON & MONTGOLFIER

This is Ingres No. 28  
Color No. 3









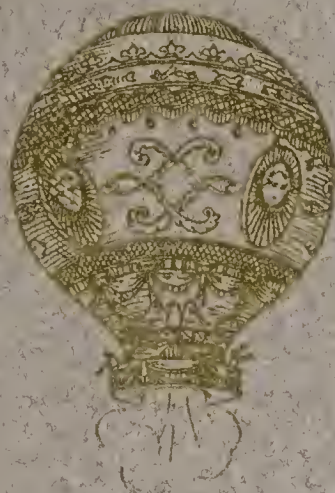


*Anciennes Manufactures*  
*Canson et Montgolfier*

This is Ingres No. 28  
Color No. 4







The balloon was the original invention of Joseph and Etienne Montgolfier. The first successful ascension of this forerunner of all aerostatic machines was made at Vidalon, December 14, 1782. Further ascensions were made at Annonay, June 5, 1783, before the notables of the Vivarais States, and again the 19th of the following September, at Versailles, in the presence of the King, Queen and Court.

This balloon, known now as the "Montgolfiere," was made entirely of paper from the Canson & Montgolfier mills.

This is Ingres No. 28  
Color No. 5























This is Ingres No. 28  
Color No. 7











# The Art of Printing

multiplies man's personality,  
enabling him to speak at  
once to many widely sepa-  
rated audiences. The Science  
of Advertising increases the  
effectiveness of the art of  
printing in its special appli-  
cation as an instrument for  
promptly establishing rela-  
tions between those who have  
goods to sell and those who  
wish to buy them.



Canson & Montgolfier  
New York Vidalon  
Paris

This is Ingres No. 28  
Color No. 8











AN ILLUSTRATION FROM  
"HYPNEROTOMACHIA POLIFILI" PRINTED AT  
VENICE BY ALDUS MANUTIUS, 1499

This is Ingres No. 28  
Color No. 9











The Chinese Symbol of  
**SPIRITUAL STRENGTH**

This is Ingres No. 28  
Color No. 10











*An old print from the press of  
Girolamo de Benedictis of Bologna*

This is Ingres No. 28  
Color No. 11







# GOOD LUCK



The Chinese symbol of longevity, introduced to the West as a symbol of age and the happy home of eternity.

The Chinese symbol of  
Good Luck





















This is Ingres No. 28  
Color No. 14











ART IS NEVER THE  
EXCLUSIVE POSSES-  
SION OF ANY ONE  
PLACE OR TIME  
BUT IS ETERNAL  
AND UNIVERSAL

This is Ingres No. 28  
Color No. 15















# FRENCH HAND-MADE PAPERS

“A GOOD WINE needs no bush”; neither does a fine paper require extravagant praise. Europe for centuries has known the variety of beautiful papers manufactured by Canson & Montgolfier at Vidalon, France; now they are made available to American printers and advertisers through the establishment of a selling branch in New York.

These French hand-made papers appeal on the score of utility as well as beauty. This sheet, for instance, measuring 20 x 26½ inches in its full size, is made with a thin watermarked line running cross-wise through the middle in the same direction as the laid marks, and by tearing along this line a sheet half the size is obtained which still preserves the deckle on all four edges. The paper bulks 2½ inches to the ream of 500 sheets.

In preparing the booklet or folder which depends on distinctiveness for its appeal, French hand-made papers will be found of invaluable assistance.

Sample sheets in both white and cream will be sent upon request.

CANSON & MONTGOLFIER

Printing Crafts Building 461 Eighth Avenue

NEW YORK

*This four-page folder was printed dry  
on VIDALON MOYEN AGE, WHITE LAID,  
20 x 26½ inches—40 lbs. The type used  
is Bodoni Book, 18, 14 and 12 point*







*This Sheet, one of the Hand-Made Papers  
Manufactured by Canson & Montgolfier, of Vidalon, France,  
is a Sample of*

# Vidalon

## Moyen Age

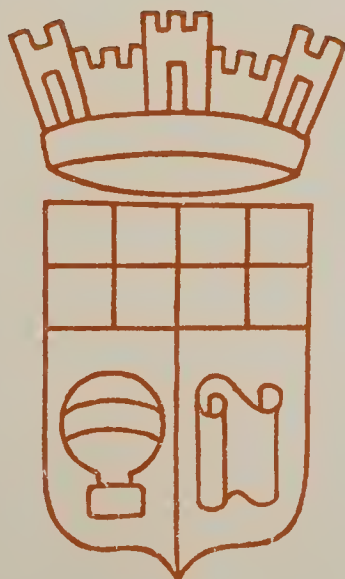
*White Laid*      22¼ x 30 - 55 lbs.

It was printed dry on a job press. The sheet, in its full size, is made with a thin watermarked line running crosswise through the middle in the same direction as the laid marks, permitting it to be torn to half size while still maintaining the deckle on all four edges. It bulks 3 inches to the ream of 500 sheets and gives 16 pages to a book 11½ x 7½ inches. The two designs in outline on this page are reproductions of the watermarks of the old *Manufacture Royale*, Canson & Montgolfier, at Vidalon, a house that has been known in Europe since the Sixteenth Century for its beautiful hand-made papers. Further samples of these papers in both white and cream, suitable for dummy use, will be sent upon request

*Canson & Montgolfier*

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York











*This Folder is a Sample of*  
**VIDALON MOYEN AGE**

17¼ x 22½ inches—22 lbs., WHITE

*A French Hand-Made Paper*

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TO THOSE in search of something a little out of the beaten path in advertising, something which will appeal through its beauty and distinctiveness without being offensively "different," the French hand-made papers manufactured by Canson & Montgolfier, of Vidalon, France, offer unusually interesting possibilities. Of the beauty of these papers this sample is a demonstration. It will be of interest to printers to note that the folder has been most economically set on a Linotype machine—the decoration as well as the type matter—and that it was printed dry on a job press. The type face used is Linotype Elzevir No. 3, and the decoration is from the Louis XV series.

The paper bulks 2¼ inches to the ream of 500 sheets, has a deckle on all four edges, and (in its full size) may be torn along the watermarked line in the middle, giving a sheet 11¼ x 17¼ inches which preserves the four deckles. Samples for use in dummies will be furnished on request.

**CANSON & MONTGOLFIER**

*Printing Crafts Building      461 Eighth Avenue*

**NEW YORK**



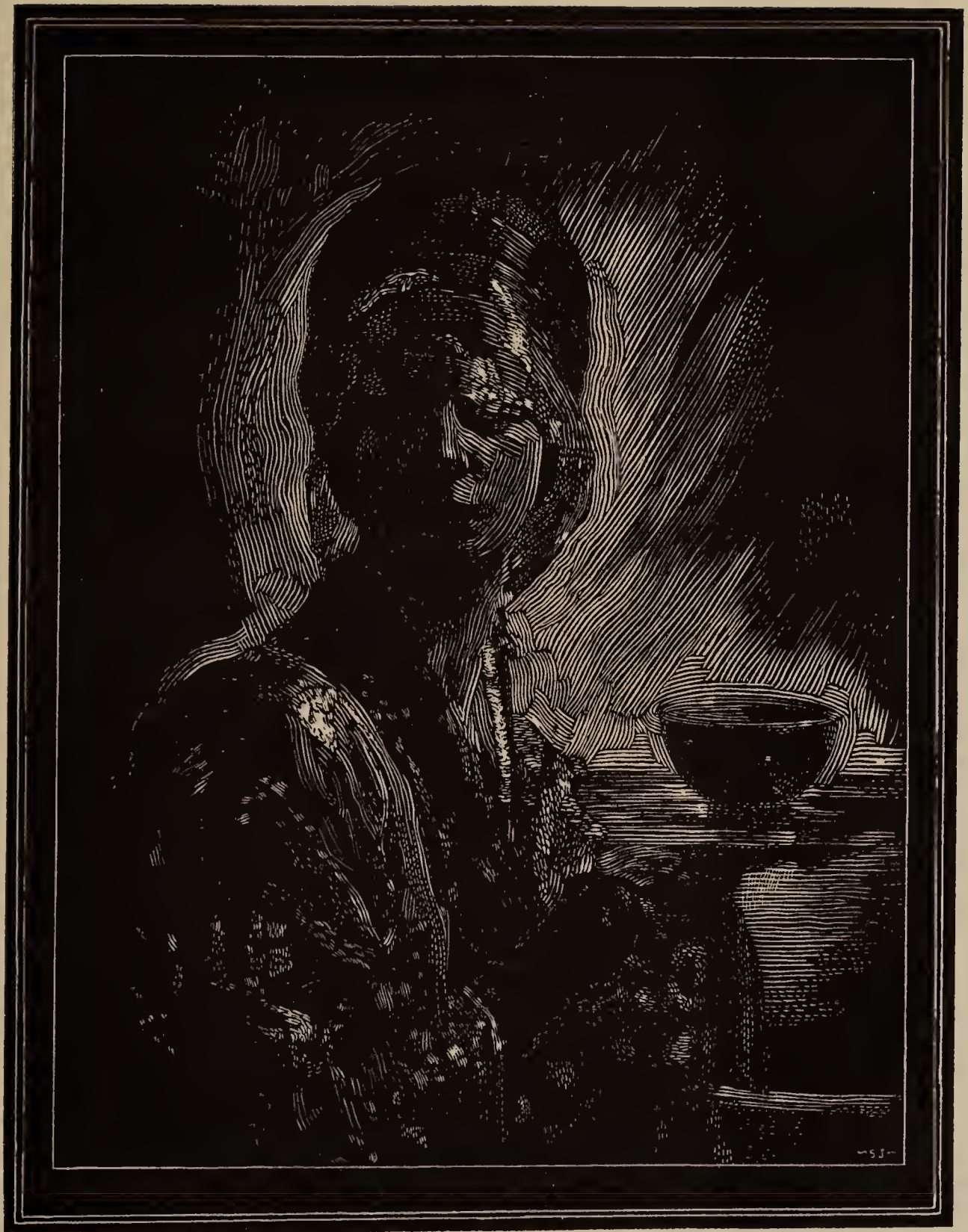




THE balloon was the original invention of Joseph and Etienne Montgolfier. The first successful ascension of this forerunner of all aerostatic machines was made at Vidalon, December 14, 1782. Further ascensions were made at Annonay, June 5, 1783, before the notables of the Vivarais States, and again the 19th of the following September, at Versailles, in the presence of the King, Queen and Court.

This balloon, known now as the "Montgolfière," was made entirely of paper from the Canson & Montgolfier Mills.





PRINTED DRY FROM A WOODCUT  
BY SAMUEL JOSEPHS

THE HEAVY PLATE PRINTED ON THE OTHER  
SIDE OF THIS SHEET ILLUSTRATES THE REMARK-  
ABLE OPACITY OF VIDALON MOYEN-AGE PAPER

# Vidalon Moyen-Age Paper



**A** PAPER of a beautiful cream color, with a surface and texture distinctive in character and delightful to the touch, with an individual watermark and attractive deckle edges; a paper light in weight but extremely durable and perfectly adapted to all printing, engraving and embossing.

*In short, just the PAPER to give your letterheads, advertising folders, or direct-by-mail pieces the AIR-OF-QUALITY you would like to have associated with your business.*

VIDALON MOYEN-AGE is a pure rag-stock Hand-Made Paper, supplied in cream and white in three sizes: 22¼ x 30 inches—55 lbs., 20 x 26¼ inches—40 lbs. and 17¼ x 22½ inches—22 lbs., on which this sample is printed.

CANSON & MONTGOLFIER

*Manufacturers of French Hand-Made Papers*

FOUR SIXTY-ONE EIGHTH AVENUE

NEW YORK CITY





# VIDALON

## MOYEN AGE

A French Hand-Made Paper that lends itself beautifully to the printing of etchings and photogravure—for cover purposes in French fold, brochures and announcements, especially in instances where a touch of warmth and novelty is desired

### LEMON LAID

Size, 20 x 26  $\frac{1}{4}$  inches

Weight, 35 pounds

Four deckle edges

Bulk, 2  $\frac{1}{2}$  inches to the ream of 500 sheets

*Carroll & Montgomerie*

PRINTING PLATE ENGRAVERS

NEW YORK







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Margaret Petit

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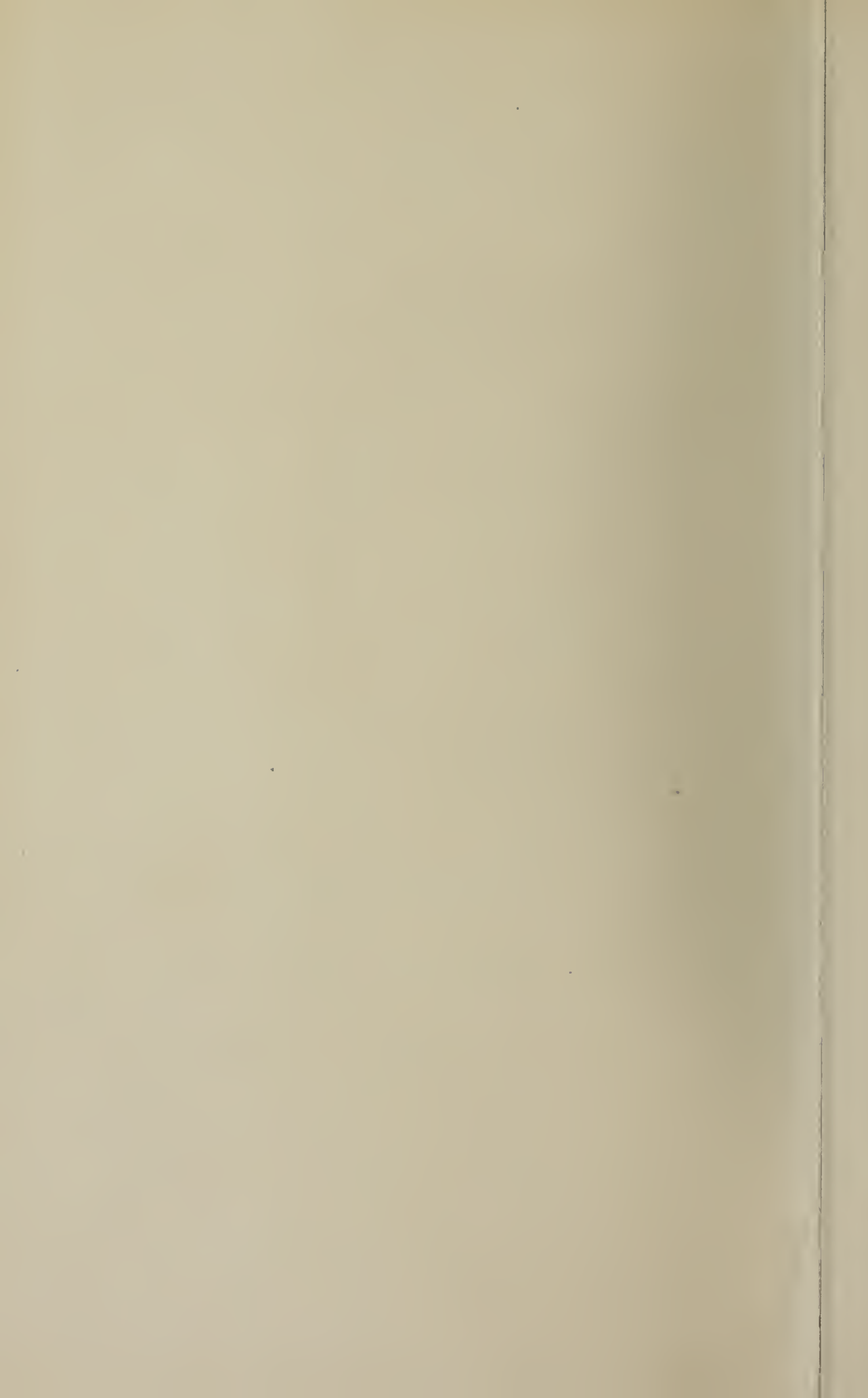


*Designed for  
Canson & Montgolfier  
by  
Maximilian Fyscher*











## GOOD PRINTED MATTER

CONSISTS not merely of good type work but of good printing on good paper.

VIDALON MOYEN-AGE will not make bad printing good, but when used in high-grade printing, the result is perfection. The superb finish and texture of this hand-made paper adds a new lustre and distinction to the printer's work.

Folders, advertising booklets, pamphlets and catalogues printed on VIDALON MOYEN-AGE never fail to attract much attention and produce the best of results.

Supplied in White and a lovely Cream color in three sizes:  $17\frac{1}{4}$  x  $22\frac{1}{2}$ "-22 lbs.;  $20$  x  $26\frac{1}{4}$ "-40 lbs.; and  $22\frac{1}{4}$  x  $30$ "-55 lbs. This is a sample of  $22\frac{1}{4}$  x  $30$ "-55 lbs., Cream.

CANSON & MONTGOLFIER

Manufacturers of  
French Hand-Made Papers

461 EIGHTH AVENUE

*New York City*







# PRICE LIST OF

# CANSON & MONTGOLFIER

## HAND MADE PAPERS



December 1st, 1922. Cancelling all previous quotations

Manufactured by CANSON & MONTGOLFIER at Vidalon, France

### *Wedding Invitations and Correspondence Papers*

NAME	DESCRIPTION	SIZE	PER 1000	PER 100	CASE CONTAINS
Papier Royal	White, laid, plate	Sheets 7¼ x 11¾	\$ 22.95	\$ 2.65	15 M
		Envelopes 6 x 7½	33.95	3.90	15 M
Papier Royal	White, laid, plate	Sheets 8¾ x 13¼	27.20	3.15	15 M
		Envelopes 5 x 7¼	28.30	3.30	15 M
Papier Moyen Age	White, laid, plate	Sheets 7 x 10½	16.90	1.95	20 M
		Envelopes 3¾ x 5½	18.40	2.15	20 M

### *Correspondence Cards*

No. 21 Cartes (Moyen Age)	White	Cards	4¾ x 6¾	\$ 20.40	\$ 2.35	15 M
		Envelopes		25.50	2.95	15 M
No. 2 Cartes (Moyen Age)	White	Cards	3½ x 5¼	12.25	1.40	20 M
		Envelopes		18.40	2.15	20 M
No. 3 Cartes (Moyen Age)	White	Cards	3¼ x 4¾	11.45	1.35	20 M
		Envelopes		15.60	1.80	20 M
No. 6 Cartes (Moyen Age)	White	Cards	2¾ x 3¾	6.80	.80	25 M
		Envelopes		8.50	1.00	25 M

### *Vidalon Moyen Age for Editions de Luxe*

NAME	DESCRIPTION	SIZE	APPROXIMATE BULK per ream	WEIGHT per ream	500 SHEETS	100 SHEETS	CASE CONTAINS
Vidalon (Quarto)	White, laid, plate	17¼ x 22½	2¼	22	\$ 19.05	\$ 4.40	16 R
Vidalon (Quarto)	Cream, laid, plate	17¼ x 22½	2¼	22	19.05	4.40	16 R
Vidalon (Octavo)	Lemon, laid, plate	20 x 26¼	2½	35	30.50	7.00	8 R
Vidalon (Octavo)	White, laid, plate	20 x 26¼	2½	40	34.30	7.70	8 R
Vidalon (Quarto)	White, laid, plate	20 x 26¼	2½	40	34.30	7.70	8 R
Vidalon (Octavo)	Cream, laid, plate	20 x 26¼	2½	40	34.30	7.70	8 R
Vidalon (Octavo)	White, laid, plate	22¼ x 30	3	55	47.60	10.95	6 R
Vidalon (Quarto)	White, laid, plate	22¼ x 30	3	55	47.60	10.95	6 R
Vidalon (Octavo)	Cream, laid, plate	22¼ x 30	3	55	47.60	10.95	6 R

### *Ingres Papers for Printing and Bookbinding*

No. 28—bis S. A. V.	White, laid, antique	19 x 24¾	3½	29	\$ 19.65	\$ 4.50	10 R
No. 28 C. & M.	White, laid, antique	19 x 24¾	3½	33	25.50	5.90	10 R
No. 28 C. & M.	16 colors, laid, antique	19 x 24¾	3½	33	25.50	5.90	10 R
No. 281 C. & M.	White, laid, antique	19 x 24¾	4½	44	34.70	8.00	8 R
No. 281 C. & M.	5 colors, laid, antique	19 x 24¾	4½	44	34.70	8.00	8 R
No. 282 C. & M.	White, laid, antique	22 x 30	4½	62	50.90	11.70	5 R
No. 282 C. & M.	5 colors, laid, antique	22 x 30	4½	62	50.90	11.70	5 R

### *Canson Aquarelle for Printing, Engraving and Etching*

No. 29—bis G. T.	White, wove, extra rough	22 x 30	15	154	\$165.50	\$36.45	1 R
No. 29—bis G. M.	White, wove, rough	22 x 30	13	154	165.50	36.45	1 R
No. 29—bis G. S.	White, wove, plate	22 x 30	11	154	165.50	36.45	1 R
No. 29 G. T.	White, wove, extra rough	22 x 30	11	110	113.50	25.00	1 R
No. 29 G. M.	White, wove, rough	22 x 30	9½	110	113.50	25.00	2 R
No. 29 G. F.	White, wove, antique	22 x 30	8	110	113.50	25.00	2 R
No. 29 G. S.	White, wove, plate	22 x 30	6¼	110	113.50	25.00	2 R
No. 293 G. T.	White, wove, extra rough	19¼ x 25¼	11	88	92.10	20.30	2 R
No. 293 G. M.	White, wove, rough	19¼ x 25¼	9½	88	92.10	20.30	4 R
No. 293 G. F.	White, wove, antique	19¼ x 25¼	8	88	92.10	20.30	4 R
No. 293 G. S.	White, wove, plate	19¼ x 25¼	6¼	88	92.10	20.30	4 R
No. 294 G. M.	White, wove, rough	19¼ x 25¼	6½	55	60.00	13.20	6 R
No. 294 G. F.	White, wove, antique	19¼ x 25¼	5½	55	60.00	13.20	6 R
No. 294 G. S.	White, wove, plate	19¼ x 25¼	4½	55	60.00	13.20	6 R

Discount 7½% in case lot  
Discount 10% for 3 case lot  
Quantities less than 100 cards, envelopes or sheets 20% additional

CANSON & MONTGOLFIER  
461 EIGHTH AVENUE, NEW YORK CITY  
Printing Crafts Building

Telephone Longacre  
5018



